STANDARD SECTOR INDICATOR CODE: AG-024	**Individuals Consuming/Selling Husbandry Products:** Number of individuals, out of the total number of individuals the Volunteer/partner worked with in small animal husbandry (e.g., chickens, rabbits, beekeeping,) who consumed or sold at least one final product obtained from the practice. (AG-024)	
AGRICULTURE SECTOR	**Sector Schematic Alignment** • **Project Area:** Productivity **Project Activity Area/Training Package:** Small Animal Husbandry: Chickens/Beekeeping	
Type: Outcome	**Unit of Measure**: Individuals	**Disaggregation:** **Sex**: Male, Female

Definitions:

Small animal husbandry— the breeding and raising of "small" animals. In developing countries, small animal husbandry often plays a major role in small farm economies. Most often the primary motivating factor for small and subsistence farmers to make this investment of time and resources is to gain food, transforming readily available cellulose into animal protein, improve food security, and generate income

Beekeeping provides a food source, honey, as well as potentially generating income through the sales of honey, beeswax, propolis, royal jelly, etc. Raising bees has the additional benefit of helping to ensure local crop production through the associated plant pollinating activities of the bees

Propolis – a type of resin produced by a specific species of tree. Honey bees forage for this substance and use it within their hives. Propolis is a powerful antiseptic and bees coat all of the surfaces in the hive with it, helping to keep it free from bacteria, fungus and disease. Propolis is used in medicine, for example, as a lotion to treat skin problems.

Source: http://www.amentsoc.org/insects/glossary/terms/propolis

Royal Jelly – a substance produced by honey bees that is fed to developing larvae. Pollen contains protein so young nurse bees eat it to produce bee milk, often called royal jelly. Harvested royal jelly is used in various cosmetic products such as hand cream and shampoo.

Source: http://www.amentsoc.org/insects/glossary/terms/royal-jelly

Examples of final products of small animal husbandry and beekeeping include but are not limited to: animal source food (i.e. meat, milk, milk products, eggs, fish), beekeeping products (honey, beeswax, propolis, royal jelly, etc.), or bone meal

Partner/s— refers to the local counterpart who is co-facilitating consumption or selling activities with the Volunteer.

Rationale: Small animal husbandry and beekeeping can be adopted as an agricultural production enterprise with relative speed and low cost. Depending on the animal, return on investment can be realized within a few months. Once the individual understands basic management, the operation can be expanded rapidly.

Measurement Notes:

1. **Sample Tools and/or Possible Methods (for Peace Corps staff use):** Volunteers should use data collection tools to measure progress against project indicators. A data collection tool to measure this indicator could be based on

one of the following methods—survey, observation, interview, or secondary data review of available farm/business records—though there may be other data collection methods that are appropriate as well. For more information on the suggested methods, please see **Appendix I in the MRE Toolkit.** Also be sure to check the intranet page as sample tools are regularly uploaded for post use. Once a tool has been developed, post staff should have a few Volunteers and their partners pilot it, and then distribute and train Volunteers on its use.

2. **General Data Collection for Volunteer Activities:** All Volunteer activities should be conducted with the intention of achieving outcomes – knowledge change (short-term), skills demonstration (intermediate-term), and behavioral changes (intermediate to long term) as defined by the progression of indicators within the objectives of a project framework. The progression of measurement for all Volunteer activities should begin with baseline data being conducted prior to the implementation of an activity (or set of activities), followed by documenting any outputs of the activities and then later at the appropriate time, measurements of specific outcomes (see "Frequency of Measurement").

3. **Activity-Level Baseline Data Collection**: Activity-level baseline data should be collected by Volunteers/partners before or at the start of their activities with an individual or group of individuals. It provides a basis for planning and/or assessing subsequent progress or impact with these same people. Volunteers should take a baseline measurement regarding the outcome(s) defined in this indicator (i.e. determine whether or not an individual in question has consumed or sold at least one final product obtained from the small animal husbandry practices before working with the Volunteer) early in their work focused on increasing the consumption or sale of small animal husbandry products. The information for the baseline measurement will be the same or very similar to the information that will be collected in the follow-on measurement (see "Frequency of Measurement") after the Volunteer has conducted his/her activities and it is usually collected using the same data collection tool to allow for easy management of the data over time.

   Because Volunteers are expected to implement relevant and focused activities that will promote specific changes within a target population (see the "unit of measure" above), taking a baseline measurement helps Volunteers to develop a more realistic snapshot of where individuals within the target population are in their process of change instead of assuming that they are starting at "0." It also sets up Volunteers to be able to see in concrete terms what influence their work is having on the individuals they work with during their service. Please note that data collection is a sensitive process and so Volunteers will not want to take a baseline measurement until they have been able to do some relationship and trust-building with the person/people the Volunteer is working with, and developed an understanding of cultural norms and gender dynamics.

4. **Frequency of Measurement**: For reporting accurately on this outcome indicator, Volunteers must take a minimum of two measurements with individuals of the target population reached with their activities. After taking the baseline measurement (described above), Volunteers should take at least one follow-on measurement with the same individual(s), typically <u>after</u> completing one or more activities focused on achieving the outcome in this indicator and once they have determined that the timing is appropriate to expect that the outcome has been achieved. Please note that successful documentation of a behavior change or new practice may not be immediately apparent following the completion of activities and may need to be planned for at a later time. Once Volunteers have measured that at least one individual has achieved the indicator, they should report on it in their next VRF.

   Volunteers may determine to take more than one baseline and one follow-on measurement with the same individual (or group of individuals) for the following valid reasons:

   a. Volunteers may want to measure whether or not any additional individuals initially reached with

activities have now achieved the outcome in the indicator, particularly for any activities that are on-going in nature (no clear end date);

b. Volunteers may want to enhance their own learning and the implementation of their activities by using the data collected as an effective monitoring tool and feedback mechanism for the need to improve or increase their activities;

c. A Peace Corps project in a particular country may choose to increase the frequency of measurement of the indicator and Volunteers assigned to that project will be required to follow in-country guidance.

In all cases, any additional data collection above the minimum expectation should be based on the time, resources, accessibility to the target population, and the value to be gained versus the burden of collecting the data. Following any additional measurements taken, Volunteers should report on any new individuals achieving the outcome in their next VRF.

5. **Definition of Change**: The minimum change to report against this indicator is an individual consumed or sold at least one final product obtained from small animal husbandry practice as compared to what was measured initially at baseline. In the case of this indicator, if the individual the Volunteer/partner works with already consuming all the eggs produced by his/her two chickens before beginning to work with the Volunteer/partner, then the Volunteer would not be able to count him/her for this activity because the Volunteer's work did not actually lead to the desired change. However, if as a result of working with the Volunteer/partner, the individual increase his/her stock of chickens to a point where he/she can sell a portion of the egg harvest, that would count because the Volunteer's work influenced the individual being able to sell a portion of his/her egg harvest.

6. **General Reporting in the VRF**: The "number achieved" (or numerator) that Volunteers will report against for this indicator in their VRFs is the number of individuals who consumed or sold at least one final product obtained from small animal husbandry practice, after working with the Volunteer/partner. The "total number" (or denominator) that Volunteers will report on for this indicator in their VRFs is the total number of individuals who participated in the activities designed to meet this indicator.

7. **Reporting on Disaggregated Data in the VRF:** This indicator is disaggregated by "Sex". When reporting in the VRF, a Volunteer should disaggregate the individuals who achieved the outcome based on male and female.

Data Quality Assessments (DQA): DQAs are needed for each indicator selected to align with the project objectives. DQAs review the validity, integrity, precision, reliability, and timeliness of each indicator. For more information, consult the Peace Corps MRE toolkit.

Alignment with Summary Indicator: AG. INCREASED INCOME (INDIVIDUALS)